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Contact:

LaTricia Harper Woods, Public Information Officer

latricia.woods@maricopa-az.gov

520/316.6816

City of Maricopa promoting local businesses with “12 Days of Holiday Shopping” television program.

Maricopa, Ariz. (December 21, 2010) – If there is any time of the year that encouraging residents to shop local can make a difference, the City of Maricopa is counting on the holidays. This season, Maricopa launched a pilot television program designed to encourage residents to spend their dollars locally by raising awareness of offerings while at the same time developing a unique marketing tool for the community. The “12 Days of Holiday Shopping” concept was announced just after Thanksgiving with programming launching on Monday, December 13.

The program created the opportunity for the first 12 responding local businesses to be interviewed, videotaped and featured on the City’s government channel, each on a separate day from December 13-24. Information on the initiative was distributed in partnership with local media announcements and through the Maricopa Chamber of Commerce. “The response by the business community has been overwhelming – not only did we fill all 12 spots within about 2 days, we have nearly 20 businesses already on a waiting list to participate in our new permanent feature program in 2011,” says Ruben Garcia, City Media Specialist.

To complete the project, the City’s production crew began visiting local businesses and shooting five-minute interview with owners and staff, touring their locations and highlighting products and services offered. Segments that have aired so far include visits to businesses such as Recycling Association of Maricopa, a gift shop called Card Corner, Desert Sun Performing Arts Studio and a community boutique named Poco Loco. On Dec. 24, a compilation of all 12 interviews will be aired throughout the day on Maricopa20.

“We have been tweeting like crazy, and reminding residents through press releases and newsletters to check the spots out and learn more about their local shopping and service offerings,” notes LaTricia Woods, City Public Information Officer. In addition to airing the spots at the top of every hour on the City’s local government channel, Maricopa20, interviews will continue to be available online via Maricopa20’s YouTube channel, youtube.com/MyMaricopa20 and by syndication via social media outlets.

A very entrepreneurial community, Maricopa has seen the launch of a high number of new home-based businesses and independent retail shops following explosive residential growth. But raising awareness of local business offerings has been a challenge with many of these residents working in neighboring valley locations such as Phoenix, Tempe and Chandler. “Even though the City has attracted new retail and services – a Fry’s Marketplace, Super Walmart, Big O Tires and many others, we still see significant leakage of potential sales tax capture. It is our hope that by using our resources creatively we can increase awareness of the many local business offerings already present,” says Danielle Casey, Economic Development Director and program host.

So far, the program has been an exciting venture for all involved and has been received by local businesses with great fanfare. “The Economic Development Department in our fair city is being really proactive in supporting local businesses leading up to the holidays; and I am very thankful! I can’t say enough about how professional the folks from the Economic Development Department and Maricopa20 TV are!” commented Brad Bolt, owner of All Aspects Window Cleaning.

Following the holiday season, the City is looking forward to capitalizing on the current momentum and continuing the effort with a new program. Stay tuned for “Maricopa Business Beat” which will begin airing in early 2011.

To view all of the featured business spots, visit the City’s dedicated webpage at <http://www.maricopa-az.gov/vns/index.php/government/marketing-a-communications/government-channel-maricopa-20/12-days-of-holiday-shopping> or visit www.youtube.com/MyMaricopa20.

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